

Message Text

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FOR: OIM/AUSTRALASIA GROUP

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJECT: SYDNEY IMC FY79 EVENT SCHEDULE

1. THERE HAS BEEN SOME CONFUSION OVER THE THEME TITLE OF THE NOVEMBER 1979 SHOW. WE RECOMMEND THAT THE OFFICIAL TITLE BE QUOTE COMMUNICATIONS EQUIPMENT UNQUOTE IN LIEU OF QUOTE TELECOMMUNICATIONS EQUIPMENT UNQUOTE. THE FORMER TITLE BROADENS THE THEME SOMEWHAT WHICH SHOULD AID IN PROCUREMENT WITHOUT UNDULY DILUTING THE PROSPECT UNIVERSE TO WHICH WE WOULD PROMOTE.

2. DURING HER CONSULTATIONS IN SYDNEY, CMM SILLOWAY INFORMED US THAT OIM NOW FAVORS DROPPING THE AUTOMOTIVE MAINTENANCE AND SAFETY AND SECURITY THEMES FROM THE IMC'S FY79 EVENT SCHEDULE BECAUSE OF CONFLICTS WITH U.S. SHOWS. IF OIM IS FIRM IN THIS DECISION, WE SUGGEST SUBSTITUTING FOR ONE OF THESE EVENTS THE AIEE EXHIBITION IN MELBOURNE JULY 23-28, 1979. THIS SUBSTITUTION HAS SEVERAL FEATURES TO RECOMMEND IT:
(A) IT WOULD ESTABLISH THE PATTERN OF PARTICIPATING IN AIEE IN ODD YEARS THUS AVOIDING CONFLICT WITH THE U.S. MACHINE TOOL SHOW WHICH IS HELD IN EVEN YEARS.
(B) IN THE SAME VEIN, IT WOULD FURNISH THE IMC WITH A MAJOR, PREDICTABLE OFFSITE EXHIBITION IN MELBOURNE EVERY OTHER
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PAGE 02 SYDNEY 01236 250730Z

YEAR, STRENGTHENING OUR PRESENCE IN THE SECOND LARGEST MARKET IN OUR REGION, AND,
(C) BASED ON THE EXPERIENCE OF PROCURING AIEE '78, IT OFFERS A THEME AND VENUE WITH ALMOST GUARANTEED VIABILITY.

3. IF THE ABOVE SUGGESTION ACCEPTABLE TO OIM, IT WOULD REQUIRE AN ADJUSTMENT IN THE FY79 BUDGET WHICH MAY PRECLUDE THE MOUNTING

OF A SIXTH EXHIBITION. IN THE INTERIM, WE REQUIRE SOME SCHEDULE FLEXIBILITY IN ANY CASE FOR THE COMPUTER SOLO IN MELBOURNE ORIGINALLY SCHEDULED FOR APRIL 2-6, 1979. A PRELIMINARY SITE SURVEY CARRIED OUT BY DIRECTOR ZETTLER IN MELBLURNE LAST WEEK DEMONSTRATED THAT IT WILL NOT BE EASY TO FIND AN APPROPRIATE AND REASONABLY PRICED VENUE IN MELBOURNE DURING THAT PARTICULAR PERIOD. SINCE WE CONSIDER THIS EVENT TO BE A MAJOR OPPORTUNITY WHICH MAY MARK SOMETHING OF A MILESTONE IN THE IMC'S YOUNG HISTORY, WE REQUEST PERMISSION TO LEAVE THE SCHEDULE SEGMENT APRIL THROUGH JUNE 1979 OPEN FOR THE TIME BEING TO ALLOW US TO ADJUST THE COMPUTER SHOW TO THE SCHEDULED VACANCIES OF SUITABLE SITES. GIVEN THE IMC WORK SCHEDULE OVER THE NEXT TWO MONTHS WE DO NOT ANTICIPATE BEING ABLE TO CONDUCT A DETAILED SITE SURVEY AND NEGOTIATE A VENUE UNTIL ABOUT END OF AUGUST 1978.

4. MEASURED BY MARKET POTENTIAL HERS, WE CONSIDER SAFETY AND SECURITY TO BE ONE OF THE STRONGEST SPECIALIZED THEMES AVAILABLE TO US. IF THE SCHEDULE REVISIONS DESCRIBED ABOVE ARE ACCEPTABLE WE WOULD SEEK TO SUBSTITUTE SAFETY AND SECURITY FOR ONE OF THE FY80 EVENT THEMES PREVIOUSLY TRANSMITTED. AUTOMOTIVE EQUIPMENT WOULD BE DEMOTED TO AN ALTERNATE THEME FOR ONE OF THE FY80 EVENTS.
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